



# The Esli Newsletter

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## Cyber-grocery and e-logistics

**> E-business continues to develop steadily in France, even though France is behind the rest of Europe. According to the Fevad, 278 million transactions were made on line in France in 2009 by two out of three French internet users. At a time of rapid change, e-logistics is vital in this process.**

Logistics is at the heart of e-business strategy, particularly in the cyber food retail sector, where delivery is a key factor. This sector was the subject of a conference given by Bruno Durand, professor at the University of Nantes, at the Ouest Logistics annual conference last February. 10 years ago, supermarkets began to develop e-retailing services with two major logistics strategies. The first « Warehouse picking », chosen by large supermarkets (Carrefour, Auchan, Cora, Télémarket...), involves preparation in a warehouse and home delivery. A specialist regional warehouse allows automated order preparation, but the distance to the consumer remains a drawback. With « store picking », which has been in existence for only 5 years, the supermarkets involved (Leclerc, Intermarché, Système U) have chosen to do the order preparation in store. If the client is not far, the absence of automated order preparation is a disadvantage. Recently we have seen the development of another model, depot picking, offered by Auchan with Chronodrive. With this option, customers collect their goods without entering the shop. But the careful preparation

of orders required by a system of in store collection remains a problem. In addition to cyber grocers, many small producers are now offering services through e-business. The organisation of these distribution centres is part of an urban logistics strategy and should ultimately be undertaken by external service providers. This alternative option has not escaped a group of ESLI students\* who have set up the « Relais du terroir ». This cybermarket, a project awarded the prize 'Dream Team' 2010 of the Brittany young entrepreneurs competition, only offers locally produced seasonal products. The products ordered are collected in the driveway of the warehouse or delivered to collection points open 24 hours a day and 7 days a week thanks to a system of instructions, automatic, secure and refrigerated boxes. We can note that home and outside the home deliveries have an impact on urban logistics and new solutions are beginning to emerge. Because, as Bruno Durand confirmed at the end of the conference, a change from urban logistics towards urban e-logistics is now essential.

\*Baptiste Marcille, Benoît Le Marouille, Corentin Mégret et Aurélie Dumoulinneuf



### → Graduate studies

Promoting logistics as a career option for women



### → Matching training to company needs

Shaping training to needs



### → Perspectives

Which logistics model for the first floating wind turbine?

# Getting women interested in logistics

> A video, in which ESLI students participate, is aimed at promoting the role of women in the world of logistics – professions which are still often considered as “men’s work”. For Mélanie Geffroy, there is no doubt that women logisticians can have a brilliant career.

According to the Observatory of Employment and Qualifications in Transport and Logistics, in 2010 women’s employment in logistics is around 18% - a modest figure but growing slowly. Women face two problems: persistent prejudices which impede their recruitment and a lack of information about female logistics careers. The purpose of the video is to promote women in Logistics through following the daily work of Mélanie Geffroy in her company. After a professional degree in the “Conception and Piloting of the Global Logistics Chain” in Saint Malo, Mélanie began her studies in the second year at ESLI and signed a professional contract with Signa France Confection. As an Assistant Logistics Manager, she



For Mélanie Geffroy, female logisticians have all the qualities needed to succeed.

carried out a logistics audit which led her to recommend the setting up of a warehouse. For Mélanie, logistics is undeniably suited to women : «Logistics is often associated with transport, but it concerns all the areas of a company, all the departments and all the different sectors. The world of industry, where we work, does not always attract women. However it is satisfying to observe the results of your work. Dynamism and rigour are required to be a logistician. It is above all a management job and there is no reason why women should not succeed ». This video was made in collaboration with different partners (Mission Locale, Conseil Régional, CIDFF, Rectorat, MEDEFI) and can be seen at [www.esli.fr](http://www.esli.fr).

## Solenne de Pablo, a successful woman logistician

Solenne de Pablo graduated from ESLI in 2004 having previously obtained a DUT in Mechanical Engineering and having completed her final year internship at Pierre Fabre Laboratories. She was then employed by the Canadian subsidiary of this group. In 2006 she became Logistics Coordinator at Pierre Fabre Dermo Cosmetics USA. At the end of 2009 and after one year in Paris at Travel Retail, a subsidiary of L’Oréal, as Logistics Business Coordinator with the brand Lancôme, she joined L’Oréal Suisse in charge of demand planning in the luxury product range. “The fact that I am a woman has never prevented me from being recruited as a

logistician in France or internationally”, says Solenne de Pablo. “Logistics is at the centre of all activities and requires organisation, dynamism, rigour and also human contact and diplomacy – qualities which can be found just as easily amongst women as men. Out of 10 demand planners at L’Oréal Suisse, 7 are women, which makes you realize that choosing the right sector is important. I have met a lot more female logisticians in the beauty sector than in the aeronautical or food sectors where I did my first internships. Women are active and Logistics is everywhere”.

## NEWS

### Careers Forum



Each year ESLI gives companies the opportunity to meet their future Supply Chain Managers during the Careers Forum. This year the Forum will be held on the 23rd of September. Companies can present their activities and meet students and future ESLI graduates, who are applying for a job, an internship or a professional contract. Companies can send us their offers straight away and recruitment interviews will take place at ESLI. For all information please contact Pauline Pichon: <[ppichon@rennes.cci.fr](mailto:ppichon@rennes.cci.fr)> Phone: (33) 2-99-71-60-20

### Thémavision

The Rennes Chamber of Commerce and Industry has just launched the organisation “Bretagne Supply Chain”. One of its first actions is the creation of a web site of information and research [www.themavision.fr/logistique](http://www.themavision.fr/logistique). The objective of this site is to provide information aimed at companies. Thémavision is concentrating on 4 themes, which are seen as particularly important for the future of Logistics: International Logistics, Logistics skills, Innovation and Technology & Sustainable Development. ESLI contributes to the content of this site with information, key figures and analysis. Contact : Tony Cragg [tcragg@rennes.cci.fr](mailto:tcragg@rennes.cci.fr)

### Training Placements 2010-2011

Companies can place their offers on the ESLI website under the heading « Companies/offering an internship ». The internships take place during the following periods: 1st year: 12 weeks between January and May 2011. 2nd year: 19 weeks in the period from September 2010 to May 2011. 3rd year: 24 weeks from January to June 2011. Contact : Romain Lambert [rlambert@rennes.cci.fr](mailto:rlambert@rennes.cci.fr)

# Matching training to company needs

> Stéphane Mellier, as part of a period of personal development in the Logistics department of the company, **Gastronome**, is following a training course appropriate to his professional project. His experience shows how individualised training programmes can apply to the needs of companies and their employees.

The 2009 training reform encourages individual training plans, which are developed for different groups and different needs. This is a development which has been useful to Stéphane Mellier. He joined Gastronome, a leading poultry company, in 1996 as an accountant. He transferred to the Logistics department in 2008 and today is Manager of the Frozen Foods department. Stéphane Mellier has been following a training course at



*Stéphane Mellier has benefited from an individualised training programme*

ESLI since March 2009 as part of a large project in his company to launch a distribution centre in June 2010. This tailor-made 11 month training programme was developed out of an individual training plan and will enable him to learn the basics

in logistics. For Bruno Lenormand, Logistics Manager and Stéphane's tutor: "This training allows him to progress and apply his new knowledge daily. Although it takes up his time, we expect a lot from Stéphane and he has precise objectives.

With a Bac+4 diploma as

Logistics Manager, he will be able to occupy the post of manager of this new distribution centre".

For Stéphane Mellier, who is now responsible for planning the new project, he can prepare his future development. "For me, individualised training is flexible. Certain aspects of the modules can be adapted depending on our projects and the trainers are professionals who completely understand our needs. Also I was able to join this training

during the year because the calendar suited my company. My programme will therefore be spread over two years. To be trained in these conditions and to be able to obtain a recognized diploma is a great opportunity for me."

## Individualization reinforces the effectiveness of training

Personalizing professional training is one of the objectives of the 2009 reform in the form of an individual contract. For greater effectiveness these options can be adapted to the company's strategy and to the professional experience of the employee. A preliminary assessment identifies the level of the candidate and his needs and an individualised training programme can then be proposed.

For information about the dates of these training courses over 9 or 11 months to obtain the Bac +4 diploma, Logistics Manager, please contact Marie-Hélène Abbane: [mabbane@rennes.cci.fr](mailto:mabbane@rennes.cci.fr)

## Adapt, maintain or develop your employees' skills

> ESLI offers short theme-based courses for the trainee to acquire tools, techniques and indispensable methods to master different processes of the logistic chain. All courses are eligible for the Individual Training Right (DIF).

### MASTERING THE NECESSARY PURCHASING TOOLS

**2 days:** 18-19 May 2010

**Objectives :** To obtain a purchasing approach, to know how to improve client/supplier relations and the advantages of this activity for the company. To negotiate with the supplier.

### SETTING UP THE VISUAL MANAGEMENT OF A WAREHOUSE

**2 days:** 20-21 May 2010

**Objectives :** To acquire warehouse management tools. To define the actions necessary for on the spot management.

### FUNDAMENTAL PRINCIPLES OF PRODUCTION MANAGEMENT

**3 days:** 1- 3 June 2010 and 1- 3 December 2010

**Objectives :** To understand the fundamental production management concepts: planning and organization, production stocks management, MRP and Kanban, flows.

### SETTING UP PERFORMANCE INDICATORS

**2 days:** 8-9 June 2010

**Objectives :** To conceive and manage a piloting tool, to optimise the combination of technical, economic and human elements for all the logistic functions. To design and put in place improvement actions.

### UNDERSTANDING INTERNATIONAL TRANSPORT

**2 days:** 9-10 June 2010

**Objectives :** To understand the choices, modes and costs of international transport.

### MAKING STOCKS RELIABLE

**2 days:** 16-17 June 2010

**Objectives :** To obtain the notion of stock cost and client satisfaction. To understand the tools necessary for a correct stockholding.

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# Which Logistics model to adopt for the first floating wind turbine?

> An ESLI team has been asked to suggest new management rules adapted to small batch production, as part of an international project to develop a floating wind turbine.

In 2008 the Dutch company Blue H launched the first prototype in the world of an offshore floating wind turbine in deep water: the semi-submerged platform is anchored by chains and the counterweight serves as an artificial barrier reef. Today the Diwet project of its French subsidiary plans to construct an approved industrial prototype for mass production. What is required? To convince investors to contribute 20 million euros to enable the development of this innovative technology. Set in deep water (35 to 350 metres), 10 miles from the coast, 100 offshore wind turbines similar to this prototype would provide the energy equivalent of a third of the production of a nuclear reactor. To set up its trial site off the coast of Lorient, Blue H is relying on a grouping of Breton companies. François Huber, Director of the French subsidiary, has requested ESLI to pilot the logistics organisation. At the moment the construction of offshore turbines is done at sea, during a short period of the year and depends a lot on climate conditions. The sourcing of bulky equipment requires large storage areas and all the material



Floating wind turbine - an innovative technology

has to be available at the same time. In the organisational model proposed by Blue H, the turbine and its platform are built on land in a port assembly centre. The platform is then towed to sea and submerged. The assembly site is supplied in continuous flow and the sea launchings are spread out over time. The ESLI Génial team has to compare these two models, find theoretical management rules and thereby provide an industrial organisation of small batch production, applicable to any sector. The research will show to what extent the Blue H logistics model, which questions classic logistic organisations, is profitable, efficient and environmental in terms of its carbon footprint. The successful development of this project would position France in a growing world market, since offshore turbine energy production far exceeds that of coastline and inshore generation. The conclusions of this research will be presented on the 10th of June and are eagerly awaited.

## The Génial conference reflects the needs of companies

The Génial conference is organised every year in June and is increasingly attracting the interest of companies, which are soliciting ESLI to carry out specific research. Certain previous research works have since been applied in practice. Each research project that the second year students are working on, is based on a process map and frequently provide innovative solutions. The subjects for 2010 can be consulted on the ESLI website under "Innovation and Research". Included in the programme for this

year are : Integrating Logistics into the Product Conception stage; Local Supply in the Food Chain: or how to short-circuit the big supermarkets environmentally (carbon footprint); the Maritime Economy and Supply Chain Management; how to make ports' multimodal services competitive. Please make a note of the date of the 10th of June 2010 for this interesting conference.

Contact : Romain Lambert <rlambert@rennes.cci.fr>  
To register for the conference: [www.esli.fr](http://www.esli.fr)

## Diary

### → May 2010

**SIL 2010 – Spain**

**12th International Logistics Trade Fair**

From the 25th to the 28th of May

Location: Barcelona Parc Expo

Phone : 01 45 24 09 09

[www.silbcn.com/es/](http://www.silbcn.com/es/)

**Production Standards Workshop: when Logistics Performance Management makes the difference**

13th and 14th May 2010

Location: Lombard, Illinois, USA

<http://cscmp.org>

### → July 2010

**Production Standards Workshop: when Logistics Performance Management makes the difference**

1st of June

Location: Le Mans Parc Expo

Phone : 33 1 46 23 60 00

[www.logistiaa.com](http://www.logistiaa.com)

**Génial Conference 5th Edition**

10th of June

Location: CinéManivel – Redon

Phone : 33 2 99 71 60 20

(reservation essential)

[www.esli.fr](http://www.esli.fr)

**EIASM Conference International Research conference on cost, profitability and performance management in terms of logistics, production and services.**

From 20th to 23 June

Location: Ghent, Belgium

[www.eiasm.org](http://www.eiasm.org)

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